

**Meeting Notice**  
**City of Scottsdale**  
**Tourism Development Commission**

Notice is hereby given that the Scottsdale Tourism Development Commission will meet at 8:00 a.m. Tuesday, February 21, 2006 at the Scottsdale Convention & Visitors Bureau, 4343 North Scottsdale Road, Suite 170, Board Room, Scottsdale, Arizona.



Persons with a disability may request a reasonable accommodation by contacting Kathy Montalvo at 480-312-7989 or [kmontalvo@scottsdaleaz.gov](mailto:kmontalvo@scottsdaleaz.gov). Requests should be made 24 hours in advance or as early as possible to allow time to arrange accommodations.

## **Agenda**

### **City of Scottsdale Tourism Development Commission**

**8:00 a.m. Tuesday, February 21, 2006  
Scottsdale Convention & Visitors Bureau  
4343 North Scottsdale Road, Suite 170, Board Room  
Scottsdale, Arizona**

- 1. Call To Order**
- 2. Roll Call**

Ned Sickles, Chairman	Kiaran MacDonald
Margaret Dunn	Sally Shaffer
Jerry Gleason	Gordon Zuckerman
John Holdsworth, Vice Chairman	
- 3. Approval of January 17, 2006 Minutes** **Action Item**  
(Attachment 1)
- 4. Bed Tax Proforma** **Information Item**  
Kathy O'Connor, Tourism Development Manager; Craig Clifford, Chief Financial Officer; Lee Guillory, Finance Manager (Attachment 2)
- 5. Monthly Updates** **Information Item**  
Kathy O'Connor, Tourism Development Manager
  - Bed-tax Staff Report (Attachment 3)
  - Smith Travel Research Lodging Report (Attachment 4)
- 6. FY05/06 Information Technology Funding Request from** **Action**  
**Scottsdale Convention and Visitors Bureau**  
Kathy O'Connor, Tourism Development Manager and  
Rachel Sacco, President & CEO, SCVB (Attachment 5)



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7. **FY06/07 Bed Tax Budget Review and Recommendation** **Action**  
Kathy O'Connor, Tourism Development Manager and  
Lee Guillory, Finance Manager (Attachment 6)
8. **Rock 'n' Roll Marathon Multi-Year Agreement** **Action**  
Kathy O'Connor, Tourism Development Manager (Attachment 7)
9. **FY06/07 Destination Marketing Request for Proposal (RFP)** **Action**  
Kathy O'Connor, Tourism Development Manager (Attachment 8)
10. **Five-Year Tourism Development and Marketing Strategic Plan Update** **Information Item**  
Kathy O'Connor, Tourism Development Manager (Attachment 9)
11. **February 28, 2006 City Council Work Study Session** **Information Item**  
Kathy O'Connor, Tourism Development Manager
12. **Items from the Floor**
13. **Public Comments**
14. **Adjournment**

The next meeting is scheduled for Tuesday, March 21, 2006 at the Scottsdale Convention & Visitors Bureau.

**Citizens may address the members of the Tourism Development Commission during Public Comment. This "Public Comment" time is reserved for citizen comments regarding non-agendized items. However, Arizona State Law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.**



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